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Janice.Wise@fcc.gov**For Immediate Release****FCC POSTS HISPANIC TELEVISION STUDY FOR REVIEW***Study examines links between Hispanic TV ownership, viewing habits & programming*

WASHINGTON, D.C., April 28, 2016 – The Federal Communications Commission today posted for review a broad, comprehensive study of how Hispanic ownership of broadcast television stations may affect the programming aired by stations (the *Hispanic Television Study*). The goal of the study, which was conducted by the Office of Strategic Planning and Policy Analysis (OSP) and the Industry Analysis Division of the Media Bureau (MB), was to examine the nexus between ownership, programming, and viewing in order to expand the discussion and understanding of these interrelationships, particularly among Hispanic television station owners and Hispanic audiences.

The *Hispanic Television Study* is the latest contribution to the increasing body of empirical analysis on media ownership, localism, and diversity, and marks a milestone in the Commission's long-standing efforts to examine and encourage diversity in broadcast ownership among new entrants, including women and minorities. Notably, this is the most comprehensive study to utilize improved Form 323 broadcast ownership data as a core analytical tool.

The study examined the correlations between Hispanic ownership, programming, and viewing of television stations by constructing a dataset based on the 39 geographic television markets in which The Nielsen Company measures Hispanic viewing separately, excluding Puerto Rico.¹ In total, these markets contain 78.8 percent of all Hispanic television households in the U.S. and 42.6 percent of total U.S. television households. With the addition of programming data and viewership data for every station with measured viewing in these 39 markets, the study developed a significant dataset from which to work.

As detailed in the study, analysis of the dataset yielded a number of interesting results, including that local Spanish-language programming in general and local Spanish-language news in particular are more likely to be shown on Hispanic-owned stations than other program types. Further, the study suggests that there is evidence that Hispanic ownership is associated with higher Hispanic viewing – and the effect is more pronounced in the case of local programming.

¹ The Nielsen television markets, in alphabetical order, include Albuquerque; Amarillo; Austin; Bakersfield; Chicago; Corpus Christi; Dallas; Denver; El Paso; Fort Myers; Fresno; Harlingen; Houston; Laredo; Las Vegas; Los Angeles; Lubbock; Miami; Monterey; New York; Odessa-Midland; Orlando; Palm Springs; Philadelphia; Phoenix; Sacramento; Salt Lake City; San Angelo; San Antonio; San Diego; San Francisco; Santa Barbara; Tampa Bay; Tucson; Victoria; Waco; Washington, D.C.; West Palm Beach; and Yuma.

Specifically, the study's findings reveal that:

- Hispanic-owned independent and Hispanic-owned affiliate stations have higher ratings of local Spanish-language programming.
- Large, Spanish-language networks (particularly Univision which is not Hispanic-owned), and stations affiliated with the Big-4 networks, are popular among Hispanic viewers.
- Hispanic viewers watch more local Spanish-language news programming compared to programs that are not local Spanish-language news.
- Hispanic television station ownership is correlated with higher ratings among Hispanic viewers relative to stations that are not Hispanic-owned.
- Spanish-language programming and local programming are more likely to be shown on Hispanic-owned stations than other types of programming.

The full *Hispanic Television Study* is currently available for review and download at the following website: https://www.fcc.gov/media/peer_review/peerreview.

Upon conclusion of the peer review process for the *Hispanic Television Study*, which is currently ongoing, the Commission anticipates that it will open a filing window during which interested parties will have the opportunity to comment on the peer review and the final study.

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